

Shape
your future
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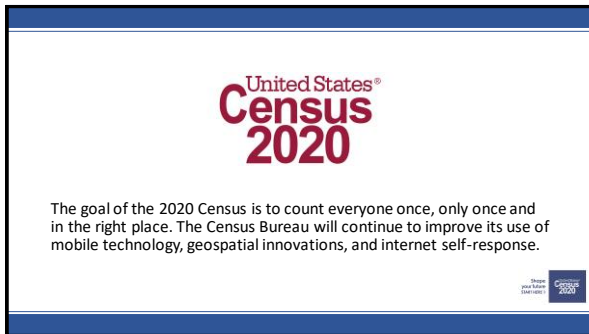
United States
Census
2020

What Does the 2020 Census Mean for Libraries

February 6, 2020

Presented by:
David Kurtenbach, Partnership Specialist

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United States[®]
Census
2020

The goal of the 2020 Census is to count everyone once, only once and in the right place. The Census Bureau will continue to improve its use of mobile technology, geospatial innovations, and internet self-response.

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WHO? WHY? WHERE? HOW? WHEN? WHAT?

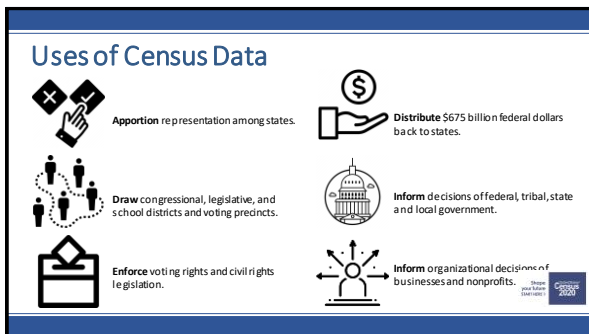
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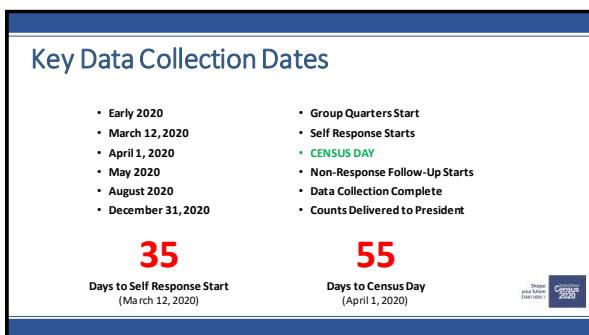
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4 Ways To Respond



1. Secure Internet

New and Quick, Respond Online.

It's safe, secure and confidential. Your information and privacy are protected. It's economical both for you and for the taxpayers. It's greener (saving trees) and it's user friendly—offering you help screens and the ability to review your answers.



2. Respond by Phone

Our numerators are ready to take you your information question by question from the convenience of your phone from any location.



3. Respond by Mail

Wait until you receive your paper form through the mailer dropped at your residence. It can be filled out at home and dropped into your mailbox or post office.



4. In-person Interview

Our numerators will visit residences that choose not to self-respond.



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2020 Census Informational Questionnaire

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Confidentiality



- Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.
- The law states that the information collected may only be used for statistical purposes and no other purpose.



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Data Security

- Our cybersecurity meets the highest standards for protecting your information.
- From the moment we collect your responses, our goal — and legal obligation — is to keep them safe.
- Protected by strong authentication and authorization methods.
- Fully "locked down" so that it can only be accessed by fully vetted individuals who are trained in data and cyber security.



Keep your future safe today.
Census 2020

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What Happens to the Data

REAL TIME UPDATES

Currently, the plan includes the release of real time self-response rates by Census tract so that communities can monitor how their community is responding. CCCs can mobilize to address low response rates in their areas.

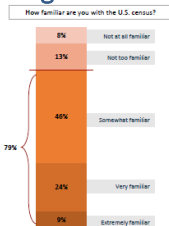
MOBILE QA

The Census Bureau responded to the Joint Explanatory Statement for 2019 appropriation by proposing the Mobile Response Initiative. We are now calling this the Mobile Questionnaire Assistance Operation (MQA). We're in the planning stages now, developing a detailed operational plan and schedule.

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Reaching the Community



In their own words

"[What comes to mind when I hear 'census?'] I don't know. Isn't that like the people that want to know like everything? They send you letters to your house."

— American Indian and Alaska Native

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Barriers and Challenges

- 1. Apathy & Efficacy
- 2. Concerns about data confidentiality & privacy
- 3. Fear of Repercussions
- 4. Distrust in Government
- 5. Few Perceived Personal Benefits



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Non-English Language Outreach

El Censo del 2020

4 Formas de Responder



Phone and Internet

- English
- Chinese
- Korean
- Arabic
- Polish
- Japanese
- Haitian Creole
- Spanish
- Vietnamese
- Russian
- Tagalog
- French
- Portuguese

Language Guides

Video language guides, print language guides and language glossaries in **59 non-English languages**.

Paper Mailer

English and Spanish

In-Person Interview

Numerous Community individuals hired to interview others in their own community and language.



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Libraries and the Census

- Operational Impact
- Resourcing and Personnel
- Answering Questions from the Community



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What Libraries Can Do...



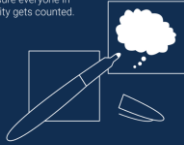
- Dedicated Computers
- Training Staff
- Become Ambassadors for the Census
- Talk About the Census with EVERYONE



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You can help.

You are the expert—
we need your ideas on the best
way to make sure everyone in
your community gets counted.



U.S. Census
Bureau



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Sharing Information

- Social Media
- Newsletters
- Your Organization
- Community Groups
- Public Events



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Tailored Messaging & Outreach Material

- Rural
- LGBTQ+
- Educators & Schools
- Hospitals & Clinics
- Black African American
- Faith Based
- Business
- American Indian and Alaska Native
- Government
- Hispanic
- Asian American
- Immigrant
- MENA



2020census.gov/partners

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Q&A

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